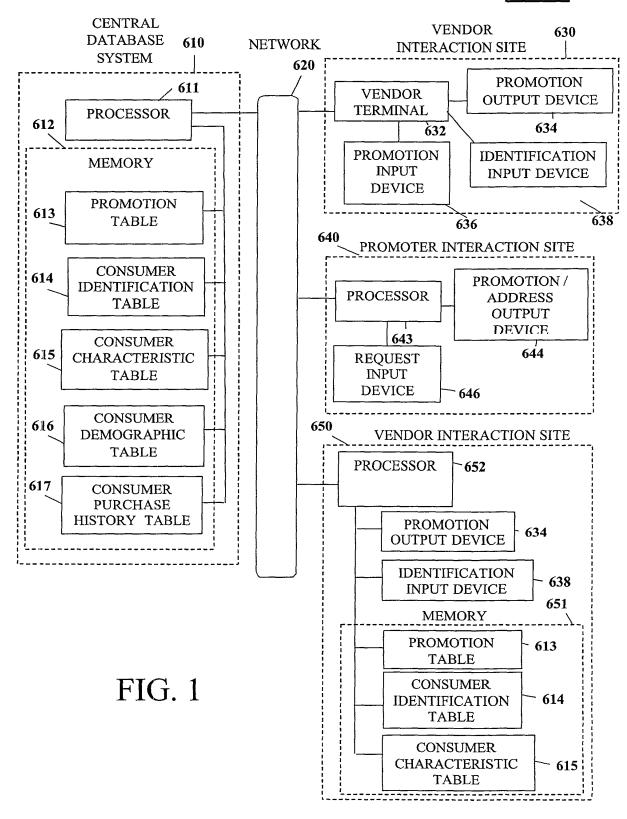
## OBLON ET AL (703) 413-3000 DOCKET # 197826US 25 SHEET 1 OF 10



## OBLON ET AL (703) 413-3000 DOCKET # 197826US 25 SHEET <u>2 OF 10</u>

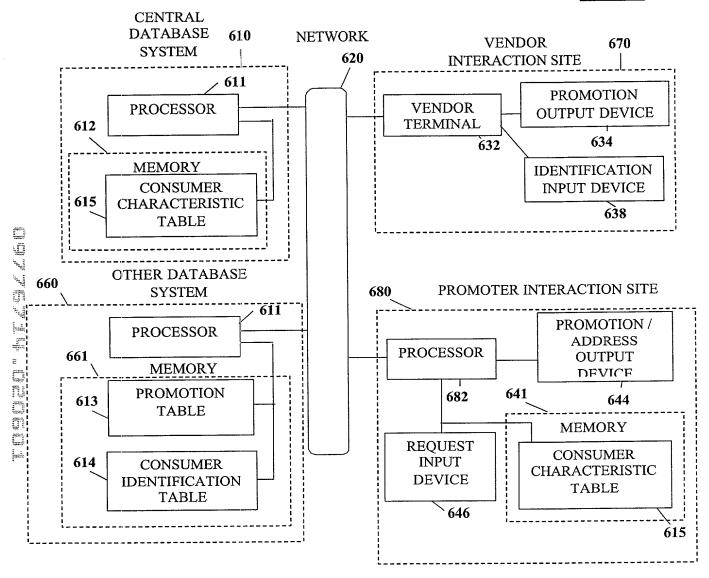
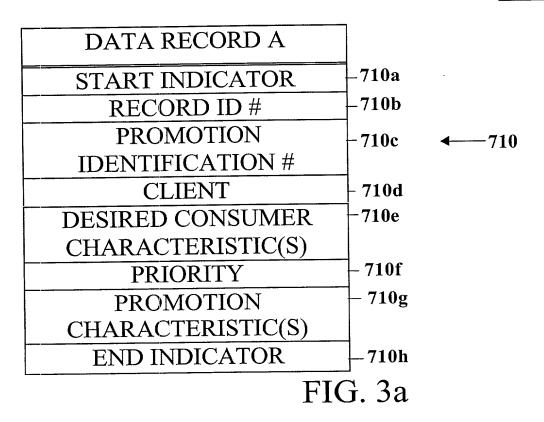


FIG. 2



DATA RECORD B		
START INDICATOR	–720a	<b>←</b> 720
RECORD ID #	-720b	•
CONSUMER NAME	720c	
ID INFO 1	-720d	
ID INFO 2	<b>−720e</b>	
ID INFO N	-720f	
CONSUMER INFO	-720g	
END INDICATOR	_720h	

FIG. 3b

DATA RECORD C		
START INDICATOR	-730a	
RECORD ID #	-730b	
CONSUMER ID INFO	<del>-</del> 730с	
PROMOTION RECEIVED 1	-730d	<b>←</b> 730
PROMOTION RECEIVED 2	-730e	
PROMOTION RECEIVED N	<b>⊢ 730f</b>	
CONSUMER CHAR. 1	- 730g	
CONSUMER CHAR. 2	– 730h	
CONSUMER CHAR. N	– 730i	
END INDICATOR	730j	

FIG. 4a

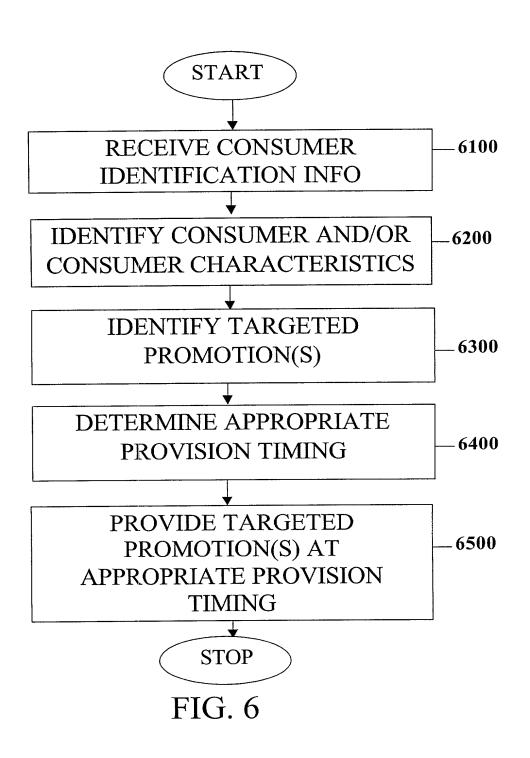
DATA RECORD D		
START INDICATOR	_740a	<b>←</b> 740
RECORD ID #	_740b	, - 0
CONSUMER NAME	_740c	
DEMOGRAPHIC INFO 1	- 740d	
DEMOGRAPHIC INFO 2	-740e	
DEMOGRAPHIC INFO 3	740f	
DEMOGRAPHIC INFO N	-740g	
END INDICATOR	740h	

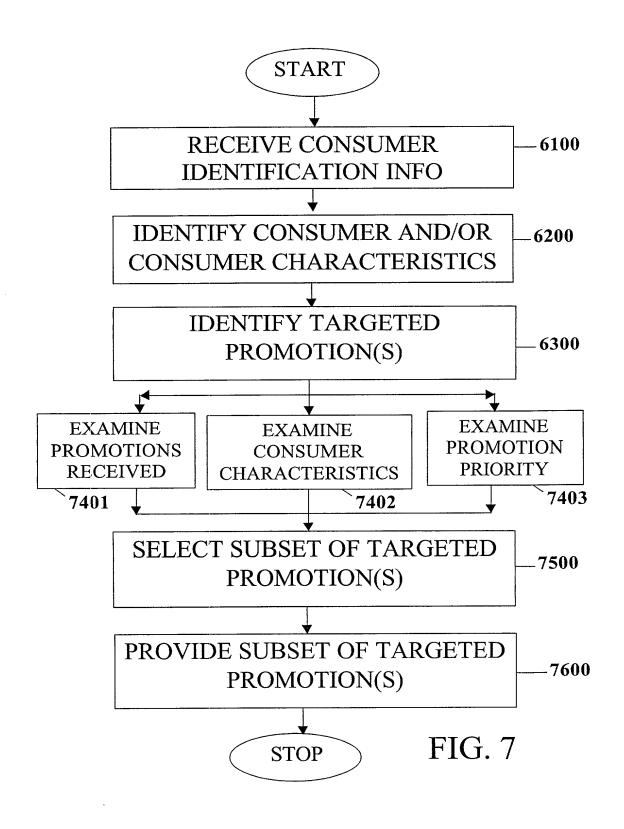
FIG. 4b

## OBLON ET AL (703) 413-3000 DOCKET # 197826US 25 SHEET <u>5 OF 10</u>

DATA RECORD E		
START INDICATOR	750a	
RECORD ID #	_750b	
CONSUMER NAME	_750c	<b>←</b> 750
PURCHASE INFO 1	- 750d	
PURCHASE INFO 2	750e	
PURCHASE INFO 3	_ 750f	
PURCHASE INFO N	-750g	
END INDICATOR	750h	
FIC 5		

FIG. 5





**OBLON ET AL (703) 413-3000 DOCKET # 197826US 25** SHEET 8 OF 10 **START** RECEIVE CONSUMER 6100 **IDENTIFICATION INFO IDENTIFY CONSUMER AND/OR** -6200 CONSUMER CHARACTERISTICS **IDENTIFY TARGETED** 6300 PROMOTION(S) **DETERMINE APPROPRIATE** 8400 PROVISION TIMING PROVIDE SUBSET OF TARGETED 8500 PROMOTION(S) STORE RECORD OF PROMOTION 8600 **DELIVERY STOP** 

FIG. 8

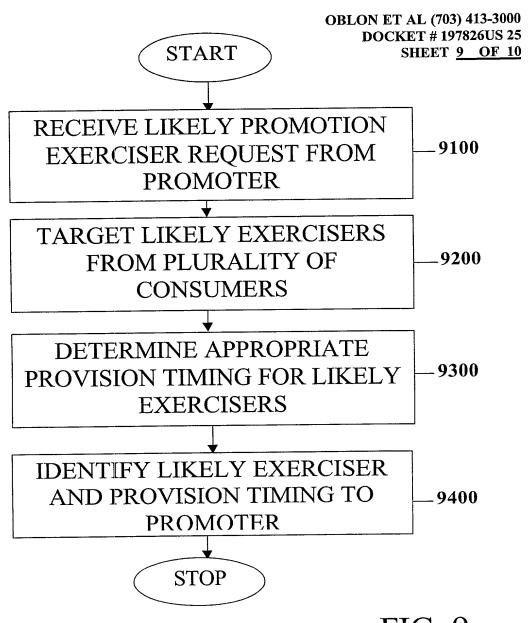


FIG. 9

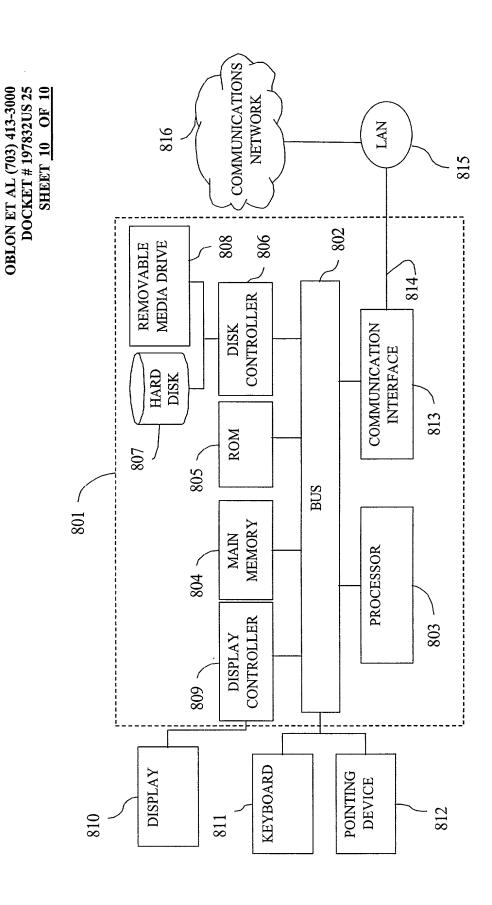


FIG. 10